STARS PRESENTATION

1) Section Selection
Criteria
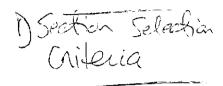
I.   CHARTER FOR WORK TEAM

     A. Identify uses of STARS information
     B. Define potential impact on business
     C. Present recommendation to Senior Management

II. WHAT WE DID

     A. Brainstorm uses
     B. Categorize uses
     C. Separated evolutionary from revolutionary uses
     D. Developed recommendation

III. LIST MULTITUDE OF USES

     A. Tree with branches

IV. SEVEN GROUPS

     A. Monitor State of Business
     B. Monitor Change in State of Business
     C. Allocation of Resources
     D. Evaluate Performance
     E. Leverage The Trade
     F. Financial Controls
     G. Research and Testing

V.   EVOLUTIONARY APPLICATIONS

     A. Applications already in progress
     B. Benefit to PM-USA

VI. REVOLUTIONARY APPLICATIONS

     A. Applications
     B. Benefits
     C. Hurdles

VII. RECOMMENDATION

     A. Finish Work In Progress
     B. Begin Evolutionary Applications
     C. Vision of lab - straw man
         1. determine value and define processes
         2. data rules vs. business rules == IT rules

IX. HEADCOUNT SUMMARY

2060187690

October 27, 1994   STARS PRESENTATION/jg